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BE SMART WHEN YOU SMOKE, MADAME!

SMOKING means inhaling, at least some of the time. But—*your* throat *need never be punished!*

This vital difference in cigarettes *has been measured by eminent doctors.* They compared the leading favorite brands—and report that:

SMOKE OF THE FOUR OTHER LEADING BRANDS AVERAGED *MORE THAN THREE TIMES AS IRRITATING*—AND IRRITATION *LASTED MORE THAN FIVE TIMES AS LONG*—AS THE STRIKINGLY CONTRASTED PHILIP MORRIS!

This *proved* PHILIP MORRIS superiority means *no worry about throat irritation—even when you inhale!* Protection *added* to pleasure.

YOU CAN'T HELP INHALING—BUT You can help your throat!

CALL FOR PHILIP MORRIS

America's Finest Cigarette

See Good Housekeeping's Advertising Guaranty—Page 6

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